

Message Text

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PAGE 01 BANGKO 17418 190459Z
ACTION EA-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----123238 190500Z /17

R 190400Z JUN 78
FM AMEMBASSY BANGKOK
TO USDOC WASHDC
INFO SECSTATE WASHDC 6423

UNCLAS BANGKOK 17418

E.O. 11652: N/A
TAGS: BEXP, TH
SUBJ: WTDR/FTI: MECHANICAL EQUIPMENT CO., LTD.

REF : USDOC 9834

1. THAILAND
OFFICE USE:
2. 549
3. 0004400
4. 01
5. MECHANICAL EQUIPMENT CO., LTD.
6. 295 SIPHYA ROAD
7. BANGKOK
8. CONTACT: MR. CHUAN ARRONRATANA
9. TITLE: MANAGING DIRECTOR
OTHER OFFICIALS ARE: SAENG CHONGSWATVORAKUL, ASST.MANAGING DIR
AND SOM JONGMU, GENERAL MANAGER.
10. PHONE: 2337961
11. TELEX: MEQUIP TH 2509
12 CABLE: MEQUIP
13. ESTBL: 1949
14. EMPL: 400
15. SIZE: LARGE
16. REPUTATION: Y-GOOD
17 RPT DATE: 06/78
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OFFICE USE:
18. K
19. NA
20. X
21. NA
22. NA
23A. 35300/235 IMP.AGT.DIST.OF CONSTRUCTION MACHINERY

- B. 35200/235 IMP.AGT.DIST.OF FARM MACHINERY
- C. 37310 SHIP BUILDING AND REPAIRING SERVICE
- D. 35321/235 IMP.AGT.DIST.OF MINING MACHINERY AND EQUIPMENT

24. FOREIGN SALES: NA

25. FINANCIAL REFS: BANGKOK BANK LTD., 9 SUAPA ROAD, BANGKOK;
KRUNG THAI BANK LTD., 260 YAWARAJ ROAD, BANGKOK, THAILAND.

26. TRADE REFS: INT'L HARVESTER CO., 401 NORTH MICHIGAN AVENUE,
CHICAGO, ILL.60611; J.I. CASE, 700 STATE STREET, RACINE,
WIS.53404.

27. FOREIGN FIRMS REPRESENTED: AGENCY REP. OF INT'L HARVESTER
CO., 401 NORTH MICHIGAN AVE., CHICAGO, ILL.60611 FOR AGRICUL-
TURAL AND MOTOR TRUCKS; GALION MFG. DIV., DRESSER INDUSTRIES,
INC., SOUTH STREET, GALION, OHIO 44833 FOR ROAD
CONSTRUCTION EQUIPMENT; J.I.CASE, 700 STATE STREET, RACINE,
WIS.53404 FOR CONSTRUCTION EQUIPMENT; FRUEHAUF CORP., 30
ROCKEFELLER PLAZA, NEW YORK, N.Y. 10020 FOR TRAILERS;
PERKINS ENGINES LTD., ENGLAND FOR DIESEL ENGINES.

28. POST EVALUATION: MECHANICAL EQUIPMENT WAS INCORPORATED IN
1949 WITH AN INITIAL AUTHORIZED CAPITAL OF \$250,000, LATER
INCREASED TO PRESENT AMOUNT OF \$1.5 MILLION. FIRM OPERATES
AS IMPORTER, AGENT AND DISTRIBUTOR OF AGRICULTURAL EQUIPMENT,
CONSTRUCTION AND INDUSTRIAL EQUIPMENT, MOTOR TRUCKS AND
MACHINERY. IT ALSO UNDERTAKES SHIPBUILDING AND REPAIRING
SERVICES. FIFTY PERCENT OF ITS IMPORTS ARE FROM THE U.S. WITH
THE REMAINDER FROM THE U.K., JAPAN AND INDIA. FIRM ALSO EXPORTS
FARM MACHINERY TO BURMA. IT OWNS A TEN STORY BUILDING COVERING
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A SPACE OF 1,700 SQ.METERS FOR OFFICE USE, A 350 SQ.METERS
FOR DISPLAY ROOM, 19,500 SQ.METERS FOR SERVICE FACILITIES,
3,860 SQ.METERS FOR PART STORAGE AND 330 SQ.METERS FOR A CON-
FERENCE HALL, ALL LOCATED IN ONE OF BANGKOK'S BUSINESS DISTRICTS.
IT MAINTAINS A WORKSHOP AT SAMRONG, SAMUT PRAKARN, ABOUT 30
KM. SOUTH OF BANGKOK, WHERE IT ASSEMBLES AND REPAIRS SHIPS,
TRUCKS AND FARM TRACTORS, AND HAS THREE BRANCHES UP-COUNTRY.
FIRM'S SALES VOLUME IN 1977 WAS REPORTED TO BE \$10,500,000
REPRESENTING A DECREASE OF 18 PERCENT UNDER THE FIGURE REPORTED
TO THE EMBASSY IN 1976. IT EMPLOYS 400 PEOPLE INCLUDING 30
SALESMEN. SUBJECT FIRM IS MEMBER OF THE THAI CHAMBER OF COMMERCE,
AMERICAN CHAMBER OF COMMERCE AND KOREAN CHAMBER OF COMMERCE.
IT IS CLOSELY ASSOCIATED WITH THE TRANSMOTIVE SALES CO., LTD.,
AN IMPORTER OF PIGASSO TRUCK CHASSIS. LOCAL BANK REPORTS THAT
SUBJECT FIRM HAS MAINTAINED A PROPERLY ACCOUNT WITH THE BANK AND
THAT CREDIT FACILITIES HAVE BEEN GRANTED TO THE BANK'S SATIS-
FACTION. IT IS CONSIDERED TO BE A GOOD TRADE CONTACT FOR U.S. FIRMS.

29. PREP: SATHIT/SOMSAK APPR: JAMES H. SAVERY
WHITEHOUSE

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NNN

Message Attributes

Automatic Decaptioning: X
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Draft Date: 19 jun 1978
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Disposition Approved on Date:
Disposition Case Number: n/a
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Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Review Withdrawn Fields: n/a
SAS ID: 2304735
Secure: OPEN
Status: NATIVE
Subject: WTD/FTI: MECHANICAL EQUIPMENT CO., LTD.
TAGS: BEXP, TH
To: COM
Type: TE
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